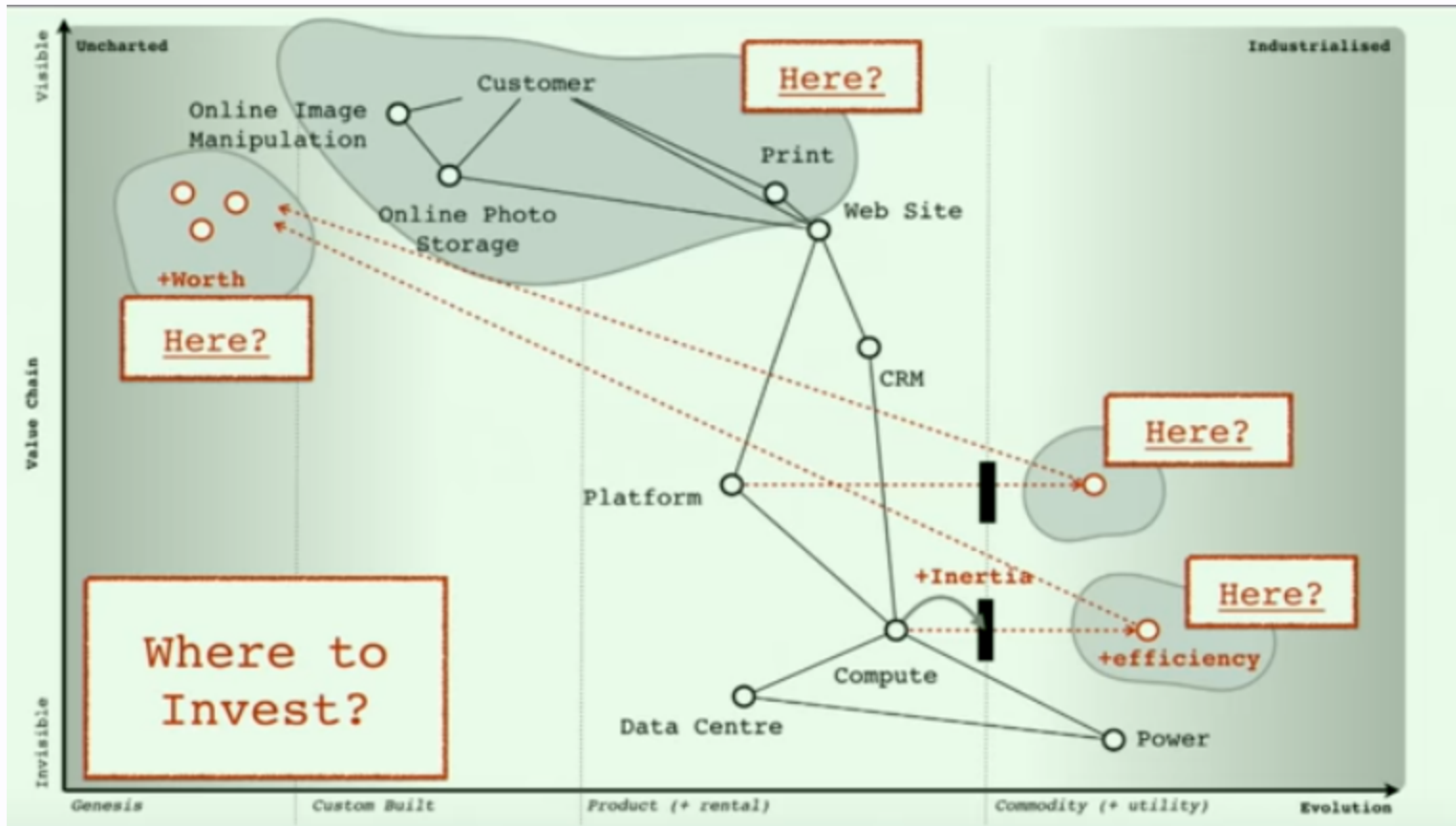


Create strategies using Wardley Maps



What will you learn?

- How to draw your first map
- How to use the map to make strategic decisions
- How to include your team to this process

All the steps in one page

1. Write a customer, a need, and dependencies
2. Draw a map
3. Move the dependencies
4. Add trends to the map
5. Add moves to the map
6. Add strategic moves
7. Decide on actions

customer, need, and dependency

Steps:

1. write down name of a customer.
2. Write one need of this customer.
3. Write a few things that are needed to meet this need.

Example:

1. User: software engineer.
2. Need: build a web site.
3. Dependencies: choose a technology.

2. Draw a map

TODO: add drawing

3. Move the dependencies on the evolution scale

TODO: add drawing

General Properties	
<i>Market</i>	Undefined market
<i>Knowledge management</i>	Uncertain
<i>Market Perception</i>	Chaotic (non linear)
<i>User perception</i>	Different / confusing / exciting / surprising
<i>Perception in Indusry</i>	Competitive advantage / unpredictable / unknown
<i>Focus of value</i>	High future worth
<i>Understanding</i>	Poorly understood / unpredictable
	Contradictory / different

4. Add climatic patterns to the map

TODO: add drawing

Financial

Higher order systems create new sources of value

Future value is inversely proportional to the certainty we have over it.

Speed

Efficiency enables innovation

Shifts from product to utility tend to demonstrate punctuated equilibrium

Inertia

Success breeds inertia

5. Add doctrine to the map

TODO: add drawing

Phase I	Challenge Assumptions	Focus on user needs	
	Understand what is being considered	Remove bias and duplication	
		Use appropriate methods	
II	A bias towards open	Focus on the outcome	Ma
		Think fast, inexpensive, restrained and elegant	
		Use appropriate tools	Ma
		Be pragmatic	Ef
III		Use standards	
			Op
			Do

LEGEND

Good

6. Add strategic move

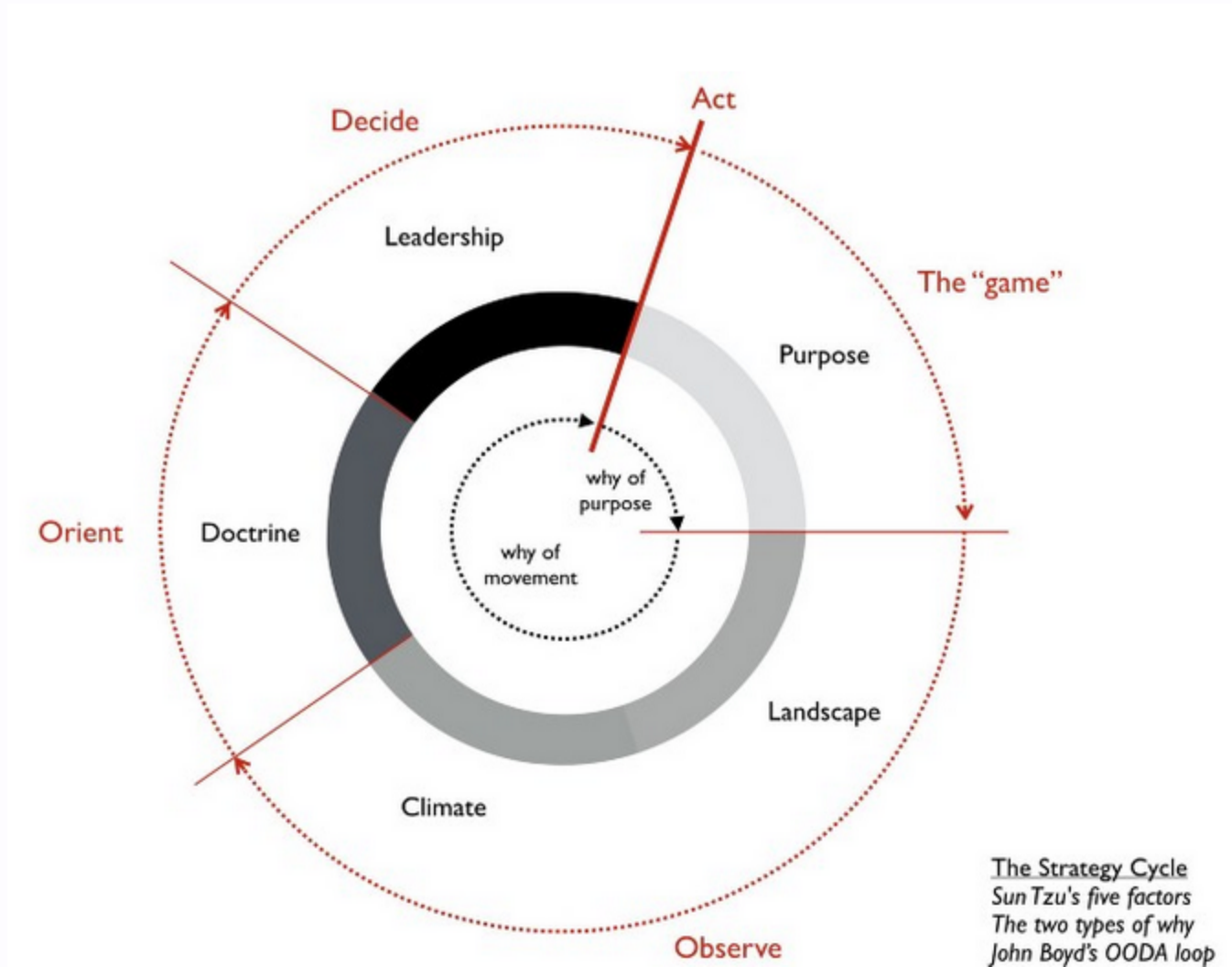
TODO: add drawing

<i>De-accelerators</i>	Exploiting constraint
<i>Dealing with toxicity</i>	Pig in a poke
<i>Market</i>	Differentiation
	Standards game
<i>Defensive</i>	Threat acquisition
	Limitation of competition
<i>Attacking</i>	Directed investment
	Fool's mate
<i>Ecosystem</i>	Alliances
	Two factor markets

7. Take actions

Invite your team

Here is the cycle you went through:



Repeat the cycle

Repeat this strategy cycle with the team every few weeks.

Next Steps (optional)

- If you want to dive deeper into Wardley Maps watch [Introduction to Wardley Maps](#) (30 min video).
- If you want to dive deeper into strategy and organizational development [introduction to strategy and organizational development](#) (30 min video).